

Notth.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

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to Wash
3-27-85

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC GUYON HOTEL

AND/OR COMMON

2 LOCATION

STREET & NUMBER 4000 West Washington Boulevard

NOT FOR PUBLICATION

CONGRESSIONAL DISTRICT

CITY, TOWN
Chicago

VICINITY OF

STATE Illinois

CODE

COUNTY Cook

CODE

3 CLASSIFICATION

CATEGORY	OWNERSHIP	STATUS	PRESENT USE
<input type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input checked="" type="checkbox"/> OCCUPIED	<input type="checkbox"/> AGRICULTURE <input type="checkbox"/> MUSEUM
<input checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input checked="" type="checkbox"/> COMMERCIAL <input type="checkbox"/> PARK
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL <input type="checkbox"/> PRIVATE RESIDENCE
<input type="checkbox"/> SITE	PUBLIC ACQUISITION	ACCESSIBLE	<input type="checkbox"/> ENTERTAINMENT <input type="checkbox"/> RELIGIOUS
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input checked="" type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT <input type="checkbox"/> SCIENTIFIC
	<input type="checkbox"/> BEING CONSIDERED	<input type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL <input type="checkbox"/> TRANSPORTATION
		<input type="checkbox"/> NO	<input checked="" type="checkbox"/> OTHER Multi-family residence

4 OWNER OF PROPERTY

NAME Bethel New Life, Inc.

STREET & NUMBER
367 North KarlovCITY, TOWN
Chicago

VICINITY OF

STATE
Illinois 60624**5 LOCATION OF LEGAL DESCRIPTION**COURTHOUSE,
REGISTRY OF DEEDS, ETC. Cook County Recorder of DeedsSTREET & NUMBER
118 North Clark Street

CITY, TOWN

Chicago

STATE
Illinois**6 REPRESENTATION IN EXISTING SURVEYS**TITLE
Illinois Historic Structure Survey

DATE

1972

 FEDERAL STATE COUNTY LOCALDEPOSITORY FOR
SURVEY RECORDSDivision of Historic Sites
Illinois Department of Conservation

CITY, TOWN

Springfield

STATE
Illinois

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input checked="" type="checkbox"/> EXCELLENT Ext.	<input type="checkbox"/> DETERIORATED	<input checked="" type="checkbox"/> UNALTERED Ext.	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD Int.	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED Int.	<input type="checkbox"/> MOVED DATE 1927-28
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

SUMMARY

The Guyon Hotel, designed as a residential hotel and commercial space in 1927 by Jens J. Jensen and completed in 1928, occupies a rectangular site at the northwest corner of Washington Boulevard (a 75' frontage on the south) and Pulaski Road (a 180' frontage on the east) in West Garfield Park, a community area on Chicago's West Side. The configuration is a modified "E"; it has 9 stories plus basement and a penthouse level on the north and south tips of the "E". A two-story service structure for the elevator system and two 4700 gallon water tanks is located in the center section of the roof. The flat-roofed, poured concrete structure is sheathed in cream and red American or common bond face brick, richly detailed red unglazed terra cotta, and ornamental tile work. Finished buff-colored brick laid also in American bond between the poured concrete structural members covers the north and west facades. Since there have been no major alterations, the exterior integrity of the building is notable. Exterior restoration of this possible tax act property will include removal of intrusive first floor commercial signage and window rehabilitation, terra cotta restoration, tuckpointing and cleaning in conformance with the Secretary of Interior Standards of Rehabilitation.

EXTERIOR DESCRIPTION

Sited among low one and two story commercial and residential structures, the overall appearance of the hotel is massive, yet the scale is appropriate in relationship to main axis streets and nearby Garfield Park, a major link in Chicago's famous Park and Boulevard System, one block to the east. In this context, the Guyon is a local landmark in this community which in the 1870s developed around the park, main railroad lines, elevated public transportation, and, in the mid 20th century, a major expressway leading west from Chicago's Loop.

The architect's attention to delicate detail provides pleasing harmony and proportion and a sense of human scale. The arch is the repeated motif. The angular, horizontal lines are softened by an eclectic array of medallions, shields, dentils, quoins, gargoyles, animals, birds, and flowers. Elements such as the rounded and peaked arches of the second and ninth floors as well as the high color of the red and cream face brick and terra cotta detail suggest an eastern flavor. Note of this was made in a 1927 announcement in the Chicago Tribune which stated, "Mr. Jensen hied himself off to the land of the Moors for his architectural motif, though the stamp of modern Chicago will be plain enough to permit few guesses as to what country is building it."¹

Throughout, except for the commercial first floor, the window openings are rectangular double hung solid pane, varying only in size. They are grouped denoting interior room configurations. Variety of treatment is found on the second and ninth floors as highly ornamented arches highlight the openings. Entrance doors on the ground floor are small scale.

The building is divided into four distinct yet integrated units. The base, including the first floor commercial area and extending into

¹Chicago Sunday Tribune, November 6, 1927.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only
received
date entered

Continuation sheet

Item number 7

Page 2

the second floor level, is emphasized by wide sections of smooth red terra cotta interspersed with bands of decorative terra cotta. Cast iron storefronts, mostly intact, identify the original ten shops. Street entrances, one on Washington Boulevard and one on Pulaski Road (formerly Crawford Ave.), lead to the hotel lobby located in the west central section of the ground floor. At the second floor level, the rectangular windows are accented by grouped banks of rounded arches with complex terra cotta ornament. Within the arches are squares of patterned yellow and green glazed tile. The windows are flanked by terra cotta columns with stylized bird and animal capitals. Below the windows are terra cotta panels portraying whimsical birds, animals, and flowers following the horizontal sill banding. At this level, too, patterned red and cream face bricks are introduced together. On the east facade at each court setback, a set of four three dimensional stylized owls peer over the storefront entrances.

The mid-section of the hotel, the third through the eighth floors, is uninterrupted cream face brick accented at the corners by flat red brick quoins. Relief in this main portion is provided at the eighth floor by periodic flat brick 2-inch recessions, a detail also introduced at the penthouse level.

The ninth floor is the main focus of the entire structure. The lower level (second floor) themes are reintroduced and expanded. Again, there are window groupings, this time with peaked multi-arched treatments. Intricate terra cotta detail and patterned brickwork emphasize the openings. Swirled columns which flow upward into the elaborate arches flank the windows. Colorful glazed tile medallions, depicting flowers and a center human face, appear within the complex arched arrangement. Red and cream brickwork is featured in horizontal stripes accentuating top cornice and lower frieze that border this floor. The cornice of repeated arches separating center terra cotta medallions is anchored at each corner by impressive gargoyles. The frieze, smaller in scale, complements the cornice with repeating, overlapping arches and classical dentils. Interspersed along the banding at the base of the window columns are stylized lions and birds in bas relief. The additional height in this floor is accounted for by the 6' attic above the ninth floor ceiling.

The penthouses, called bungalows in the 1920s, are located on the south and north tips of the "E". These originally 12 and 9 room apartments, respectively, are faced with cream brick and topped with a shallow terra cotta decorative cornice and an edge of mission roof tile. Accessibility to the penthouses is by two stairways leading from the ninth floor; there is no elevator service to the penthouses.

INTERIOR DESCRIPTION

The first floor was and is devoted to commercial enterprises. A public lobby, highly ornate with an eastern motif, and adjoining administrative office space are included on the ground floor. Former residents remember

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only
received
date entered

Continuation sheet

Item number 7

Page 3

a real estate office, a savings and loan, a restaurant located in the large north space facing Pulaski Road, and a small grocery store as occupants of the commercial areas over the years. Currently, small eating establishments and a second-hand furniture store in the corner shop are clients.

Two large "club" rooms or ballrooms are located on the second floor. One clubroom was used as a radio studio. The apartment configurations of this floor and the floors above through the ninth level were originally furnished one bedroom and efficiency units. Reflecting modern communications technology of the day, each room was equipped with a radio plug and speakers which could tune in local radio stations as well as stations from other cities.

The south penthouse is where Mr. Guyon resided. This two bedroom unit featured a living room, dining room, breakfast room, gallery, kitchen, laundry room, three baths, and maid's quarters. The smaller north penthouse was similar.

Alterations to the building have related to the installation of radio towers (twin AM towers in 1928 and a single FM tower in 1948) and the conversion of apartments into smaller units. In addition, a permit was issued to alter a broadcast studio in January, 1948.

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input checked="" type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1927-28 BUILDER/ARCHITECT Jens J. Jensen

STATEMENT OF SIGNIFICANCE

SUMMARY

Two areas of significance -- architecture and communication -- apply to the Guyon Hotel. Architecturally, it meets Criteria C, "possess(ing) high artistic values" and "distinctive characteristics of a period." It is a mature design of Jens J. Jensen (1891-1969) whose commercial and apartment designs are characterized by careful attention to eclectic detail and ornamentation. The Guyon is an outstanding artistic example, with its lavish use of complex ornamental terra cotta, that expresses the architectural vocabulary of the post World War I period in Chicago. Too, the Guyon reflects the acceptance of the residential hotel as a building type by the middle class clientele. This late 1920s structure was built at the conclusion of the great apartment/residential hotel building boom in Chicago following World War I. In the area of communications, the Guyon Hotel is an important link in the history of Chicago radio broadcasting from the late 1920s until the mid 1950s. Entrepreneur J. Louis Guyon is associated with WGES, which became WVON, and the hotel was the home of WOAK which became WFMT, today's premier FM classical music station in Chicago and one of the most prestigious in the country. In addition, the Guyon is an identifying feature of the area along with two other prominent nearby buildings, the Midwest Athletic Club (Michaelsen and Rognstad, 1926-28) located one block east of the Guyon, and the National Bank of Commerce (formerly the Garfield State Savings Bank, D.H. Burnham, Jr., 1927-28) one block south. The Midwest Athletic Club was listed on the National Register of Historic Places on October 26, 1984.

JUSTIFICATION

Architecture -- Artistic Values and Characteristics of a Period

Jens J. Jensen, born January 21, 1891, in Herring, Denmark, was brought to the United States as an infant. Raised in Chicago, he was a self-taught architect. With only a grammar school education and night school at Chicago's Lewis Institute, he was apprenticed to Francis M. Barton, a secretary/treasurer of the Illinois Board of Examiners of Architects. Jensen received certification in 1915 and became Barton's partner. After the older Barton's death in the 1920s, Jensen assumed the practice, producing sensitive designs that reflected the traditional orientation of the post World War I period.

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only
received
date entered

Continuation sheet

Item number

8

Page 2

As seen in the attached selected examples of Jensen's work during the 1920s and 30s, the architect chose terra cotta and ornamental brickwork to detail handsome, well proportioned commercial and apartment buildings. Specifically, two examples should be noted as they relate to the Guyon. The 12 story office building at 300 West Adams Street, Chicago (1926) has similar massing to the Guyon and is ornamented with terra cotta in an eclectic Gothic design. The two story commercial building at 26 North Pulaski Road (1929) is located less than one block south of the Guyon. This small building, like the Guyon, has an arch and medallion motif; in this case, the facade is clad in cream glazed terra cotta.

The terra cotta ornament on the Guyon is consistent with the use of this popular plastic material in Chicago from the 1870s until the Depression in the 1930s. Terra cotta is closely identified with the rise of the Chicago skyscraper as a fireproofing and cladding material as well as a versatile ornament. Examples of its ornamental uses are many among the famous Chicago School structures in Chicago's Loop and elsewhere throughout the city. The Guyon and the 26 North Pulaski Road building, both by Jensen, are among the very few terra cotta ornamented buildings in the West Garfield Park community. Even the few within the area fail to compare with the Guyon's artistic quality and complexity.

Architecture -- Evolution of Residential Hotels

The Guyon Hotel, built just prior to the Depression, came at the end of the evolutionary development of the "Golden Age of the Chicago Apartment." In the nineteenth century, Chicago's elite snubbed New York apartments and "French flats"; however, events such as the Chicago Fire of 1871, growing populations, and economic necessities gradually eroded the opposition of the upper crust to high rise apartment living. The ideal single family house became unattainable for many. Even the wealthy and middle class were unable to maintain mansions with numerous servants.

As the twentieth century dawned, "Social status vested in architectural tradition was the one quality that eventually helped to insure acceptance of the apartment by those who otherwise never would have consented to live together in the same building." (2) Following the acceptance of Gold Coast luxury high rises in the French tradition, public opinion changes trickled down to the socially conscious middle class which began to accept apartments as well as narrow lot flats and bungalows which appeared away from the crowded central urban core. Regardless of the size of multi-family buildings, people insisted upon making the buildings feel like a commodious home, thus small scale door openings, elegant public common spaces, and opulent exterior ornamental detail.

²Wim deWit. "Apartment Houses and Bungalows: Building the Flat City," Chicago History, Winter, 1983-4, p. 23.

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only
received
date entered

Continuation sheet

Item number 8

Page 3

Communities like West Garfield Park benefited from convenient public transportation, the amenities of Garfield Park, and the growing reliance upon the automobile. By the late 1920s, this community exhibited a public optimism in the future that was evidenced by a major building boom. As previously mentioned, the Midwest Athletic Club (1926-27) and the National Bank of Commerce (1927-28) were constructed. In 1927-28, the community saw the Guyon, the third landmark, rise to its 10 story height and bring to the West Garfield Park middle class acceptable, and quite gracious, apartment living. The ground floor commercial shops, a compromise necessitated by the times and acceptable to the tenants, were added insurance for financial success.

Communications

J. Louis Guyon, local businessman, entrepreneur, and reputed multi-millionaire, owned Guyon's Paradise Ballroom (128 North Pulaski Road, 1916, demolished.) From this base, which was the entertainment center for the entire West Side, he expanded his interest in new radio technology, purchasing WGES (World's Greatest Electrical School) from Coyne Trade School and building the Guyon Hotel on the land to the south adjacent to his ballroom. Radio broadcasts originated from the ballroom where the clientele observed the operations behind the glass partitioned studio. (3) Twin towers atop the hotel transmitted the live broadcasts. During the Depression, Mr. Guyon sold the station but maintained stock in the operation. WGES moved from the Guyon in the mid 1940s and is still operating with the call letters WVON.

In the late 1940s, WOAK moved into the hotel studios, and in 1948, the twin towers were replaced by a single 80 foot tower to accommodate an FM format. It was not until the early 1950s that the renamed WFMT came on the air permanently as a classical FM station broadcasting from the Guyon Hotel. After 30 years, WFMT operates from a Loop location and is considered the premier classical music station in the city. Its popularity and following are nationwide, as it is heard in 38 states via satellite across the country.

³Conversation with Mr. Ed Jacker, WGES chief engineer from 1929 until the mid 1940s, April, 1984.

9 MAJOR BIBLIOGRAPHICAL REFERENCES

See Continuation Sheet

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY Less than 1 acre

QUADRANGLE NAME Chicago Loop

QUADRANGLE SCALE 1:24000

UTM REFERENCES

A 16 439740 4636720

B
ZONE EASTING NORTHING

C

D

E

F

G

H

VERBAL BOUNDARY DESCRIPTION Lots 1 and 2 (except the west 10 feet thereof) and all of lots 4,5,6 in M.A. Farris resubdivision of lots 45 to 48 both inclusive in block 32 in West Chgo land Co's subdivision of south 1/2 of Section 10, Township 39 north, Range 13 east of 1/3 meridian, Cook Co.,

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES Ill.

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE

Linda S. Von Dreele

ORGANIZATION

Bethel New Life, Inc.

DATE

April 12, 1984

STREET & NUMBER

367 N. Karlov

TELEPHONE

(312) 826-5540

CITY OR TOWN

Chicago

STATE

Illinois 60624

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE X

LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1968 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

William G. Farmer

TITLE Deputy S.H.P.O.

DATE

3-21-85

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

DATE

ATTEST: KEEPER OF THE NATIONAL REGISTER

DATE

CHIEF OF REGISTRATION

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



Continuation sheet

Item number

9

Page

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deWit, Wim. "Apartment Houses and Bungalows: Building the Flat City," Chicago History, Winter 1983-84, pp. 19-29.

Garfieldian, January 5, 1939; December 28, 1939.

Hilliard, Celia. "Rent Reasonable to Right Parties: Gold Coast Apartment Buildings, 1906-1929," Chicago History.

Interviews: Roy Bellavia, local radio history buff, April 3, 1984.
Mrs. James E. Guyon, niece by marriage of J. Louis Guyon, October 13, 1983.
Ed Jacker, WGES chief engineer 1929-mid 1940s, April 5, 1984.
Jens J. Jensen, Jr., son of Jens J. Jensen, numerous conversations.
Mrs. Jens J. Jensen, Sr. March, 1984.
Marlin Landher, editor of Garfieldian 1939- early 1960s, October 14, 1983.
Norman Pellegrini, WFMT 1950-present, April 3, 1984.
Chuck Shaden, radio history buff, April 3, 1984.

Westfall, Carroll William. "The Golden Age of Chicago Apartments," Inland Architect, November, 1980, Vol. 24, Number 9, pp.18-26.

Westfall, Carroll William. "Living High in Chicago Apartments for the Wealthy," Paper delivered at the University of Wisconsin-Milwaukee, April, 1981.